

# @USAGovEspanol

## When is the Best Time to Tweet?

#FedSocialWeek2020

December 2020

USAGov's mission is to  
make it **easier** for everyone to **find** and understand  
the **government** services and information they need—  
anytime, anywhere, **any way they want**.

*We believe the public's experience with government  
should be easy, trusted, and reliable.*

**FIRSTGOV**  
**2003**

USAGov launched  
“FirstGov en español,”  
the official Spanish-language  
web portal of the U.S.  
government.

Paralleling the USA.gov name  
change, it officially became  
GobiernoUSA.gov. Topics are  
selected and content is written  
especially for the needs of Spanish  
speakers, particularly those new to  
the U.S.

**GobiernoUSA**

**2007**



**@GobiernoUSA** ✓

Cuenta gubernamental, Estados Unidos

**2008**

GobiernoUSA joined  
Social Media

The program was  
rebranded as  
USAGov en Español



**2018**



# Public Experience Portfolio (PX)

## **Content & Outreach Branch**

Team responsible for content on sites, social media, email marketing, campaigns/promotions

## **Customer Experience Branch**

Team responsible for analytics and user experience

## **Delivery & Channel Ops Branch**

Team responsible for infrastructure, development, accessibility, the contact center, and contracting

# Marketing Channels





What's happening?

Twitter is a real-time microblogging and social networking used by millions of individuals, organizations and businesses to share information and social media content through 280 characters or less, called tweets.

Twitter has an estimated 330 million monthly active users generating more than 500 million tweets a day.

(Source)



Everyone can reply



Tweet



Number of times users saw  
the tweet on twitter

Total number of times a user  
has interacted with a tweet



CONNECTING PEOPLE WITH  
GOVERNMENT  
INFORMATION

BUILDING THE PUBLIC'S  
TRUST IN THEIR  
GOVERNMENT

GOVERNMENT  
INFORMATION ACCESSIBLE  
ANYTIME AND ANYWHERE

**Plan content and schedule it:** Post at least 4 tweets/day to cover all time zones. We posted these messages regularly and consistently to improve visibility.

**Use relevant images:** It helps to create relevant and engaged content. Adapt multimedia material for the optimal size for Twitter.

**Employ cross-media strategy:** Partner with other agencies to create networks. Their support adds credibility. Amplify and be amplified. Repurpose content from other USAGov and government channels. If in English, translate messages into Spanish to reach our audience.

**Review surveys, chats and calls from USA.gov/Espanol:** Understand how people come to other USAGov channels. Offer solutions with context about questions and the most frequent topics and requests.

**Consider trends:** Generate messages that are timely in the current environment. Use relevant hashtags.





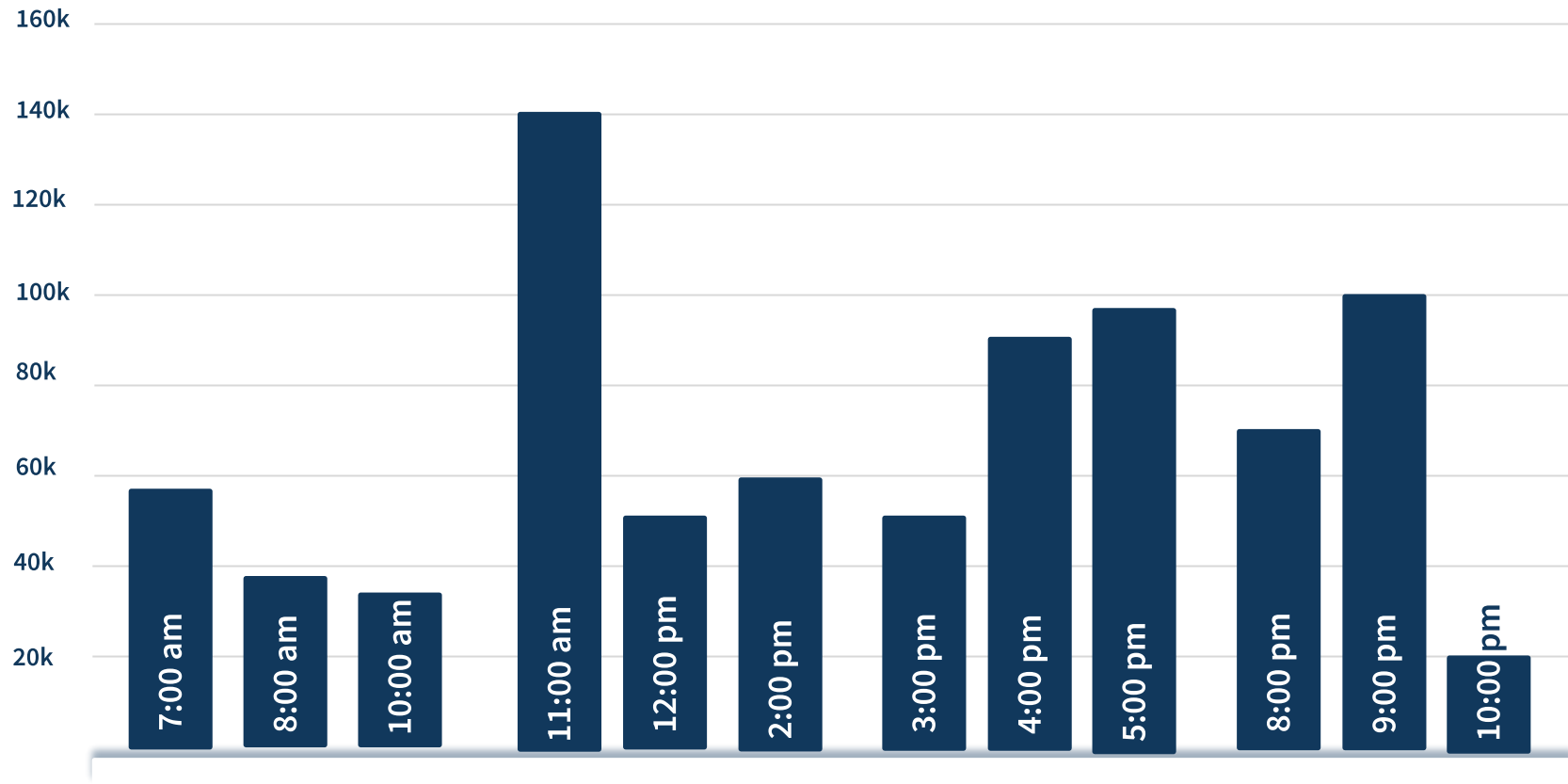


# KNOWING YOUR AUDIENCE

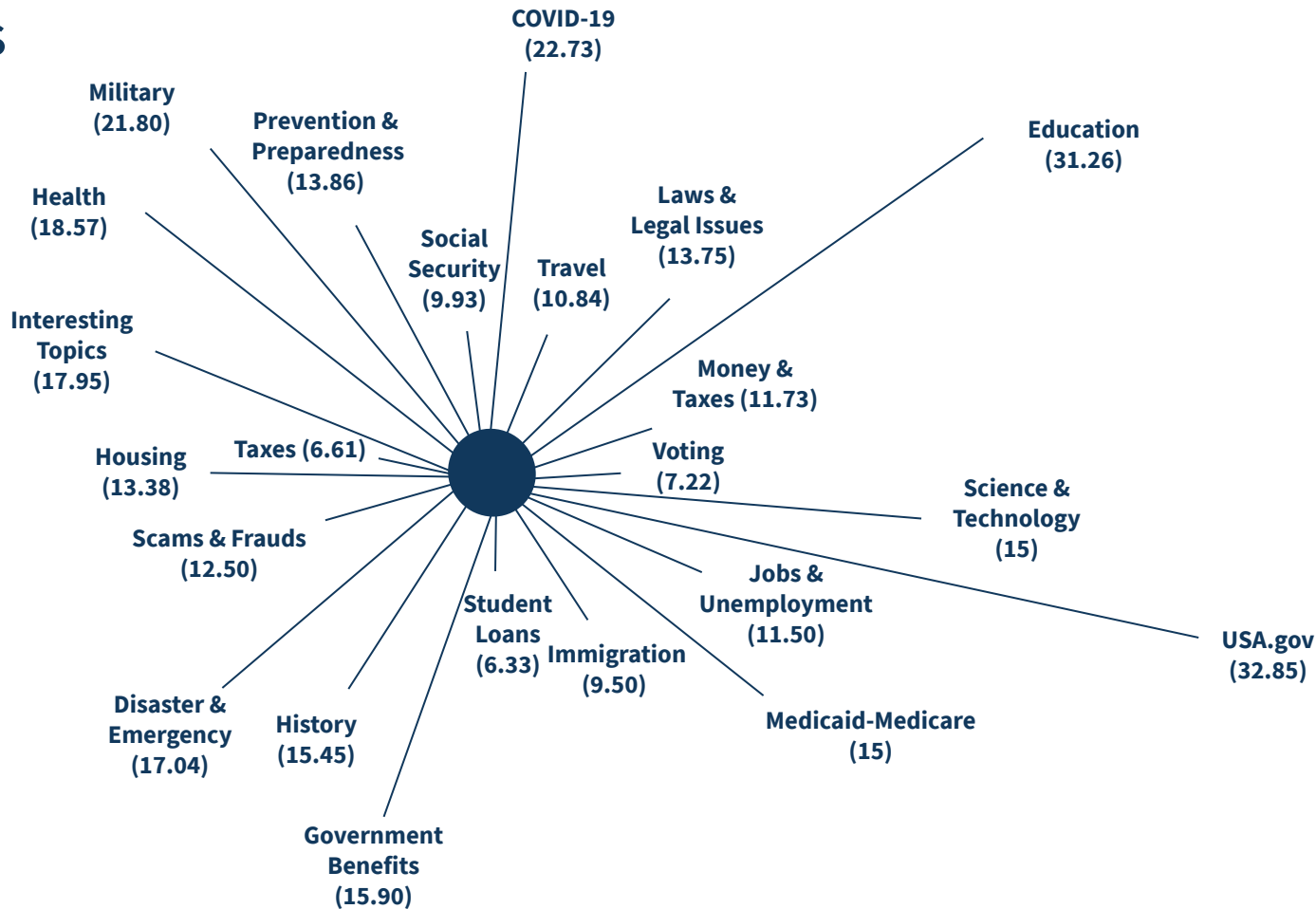
- IMPRESSIONS . . . .TIME
- ENGAGEMENT. . . .CONTENT



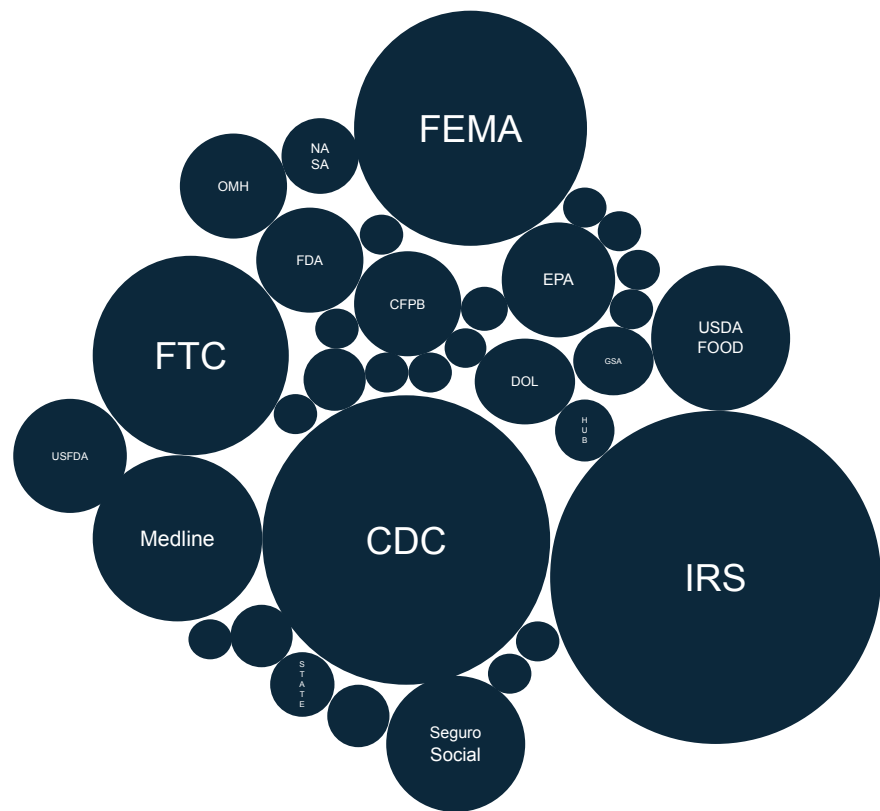
# TIME



# TOP TOPICS

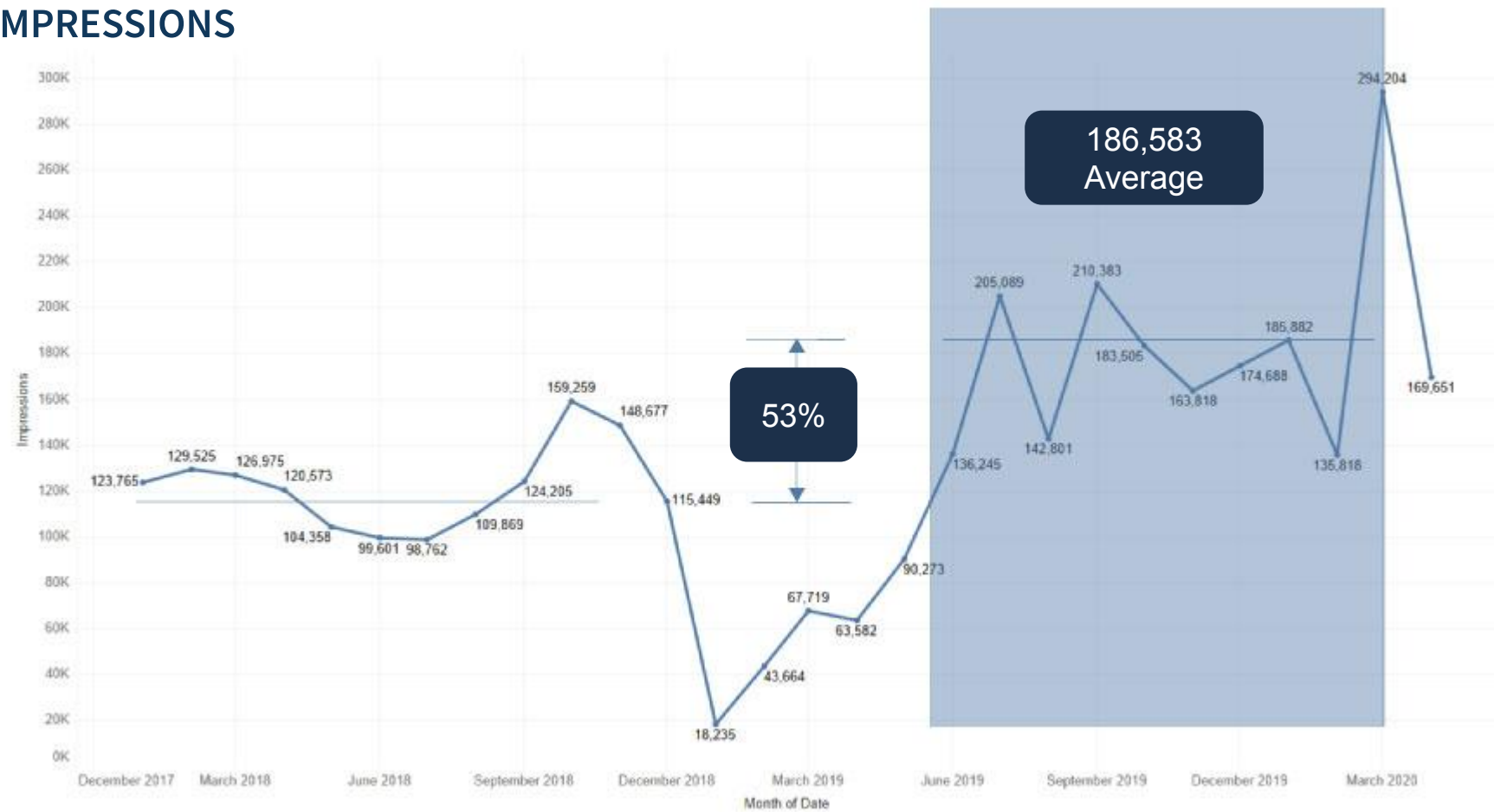


# 265 RTs

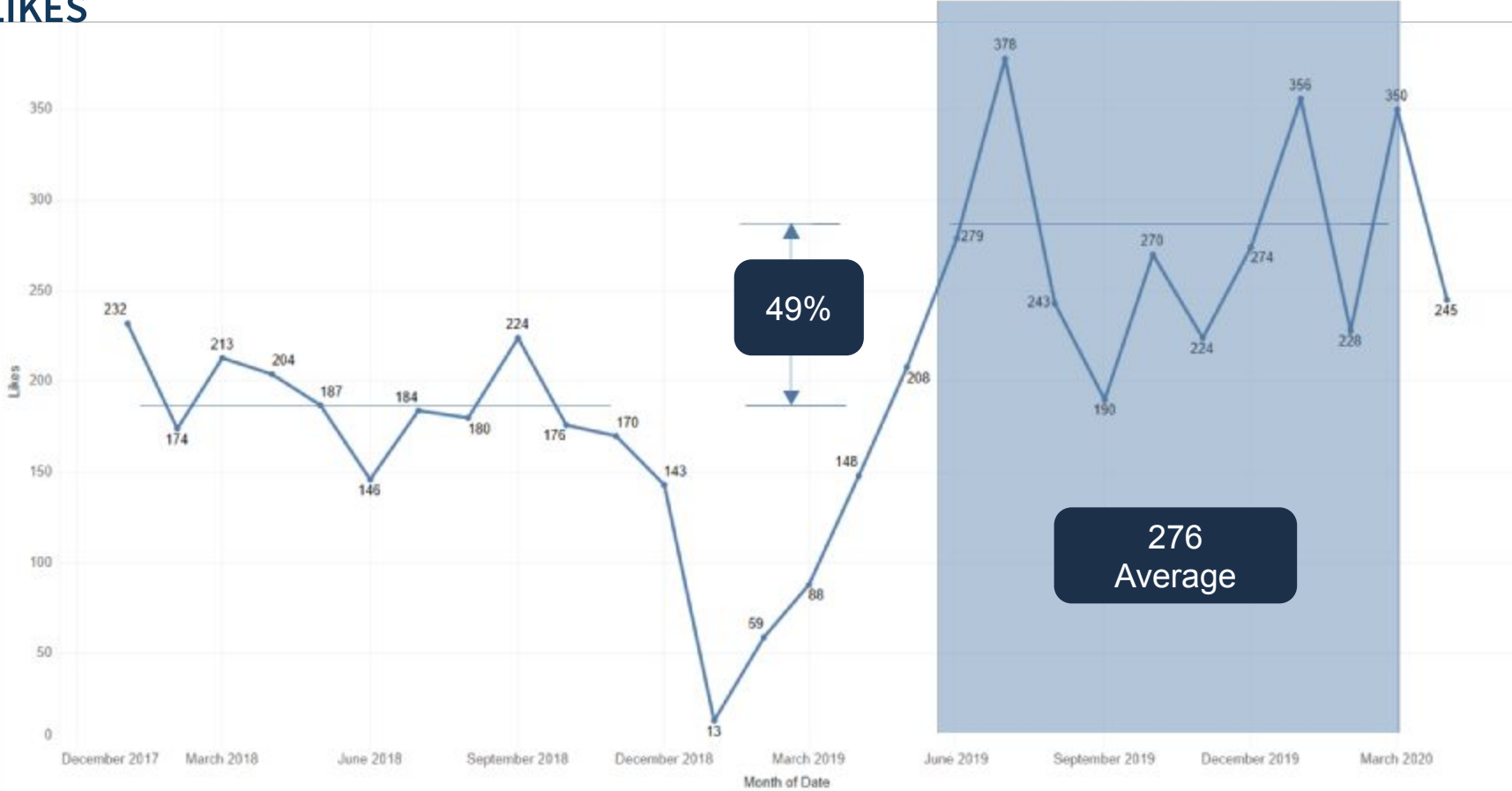


RTs			
American Red Cross ..	1	IRS	61
ASPR	1	Medline	14
CDC	46	NASA	4
CDC Enviroment	2	NIH	1
CFPB	6	OMH	5
Consumerfinance.gov	1	OPS/OMS	1
CPSC	1	Salud Publica ES	1
DOL	5	Seguro Social	10
EEOC	1	Share America	2
EPA	8	State	3
FDA	7	travel state dept	2
FDAMedia	1	TravelGov	1
FEMA	30	Usa.gov	1
Food Safety	1	USCG	1
FTC	22	USCIS	1
GSA	3	USCPSC	1
HUD	2	USDA FOOD Safety	11
		USFSA	7

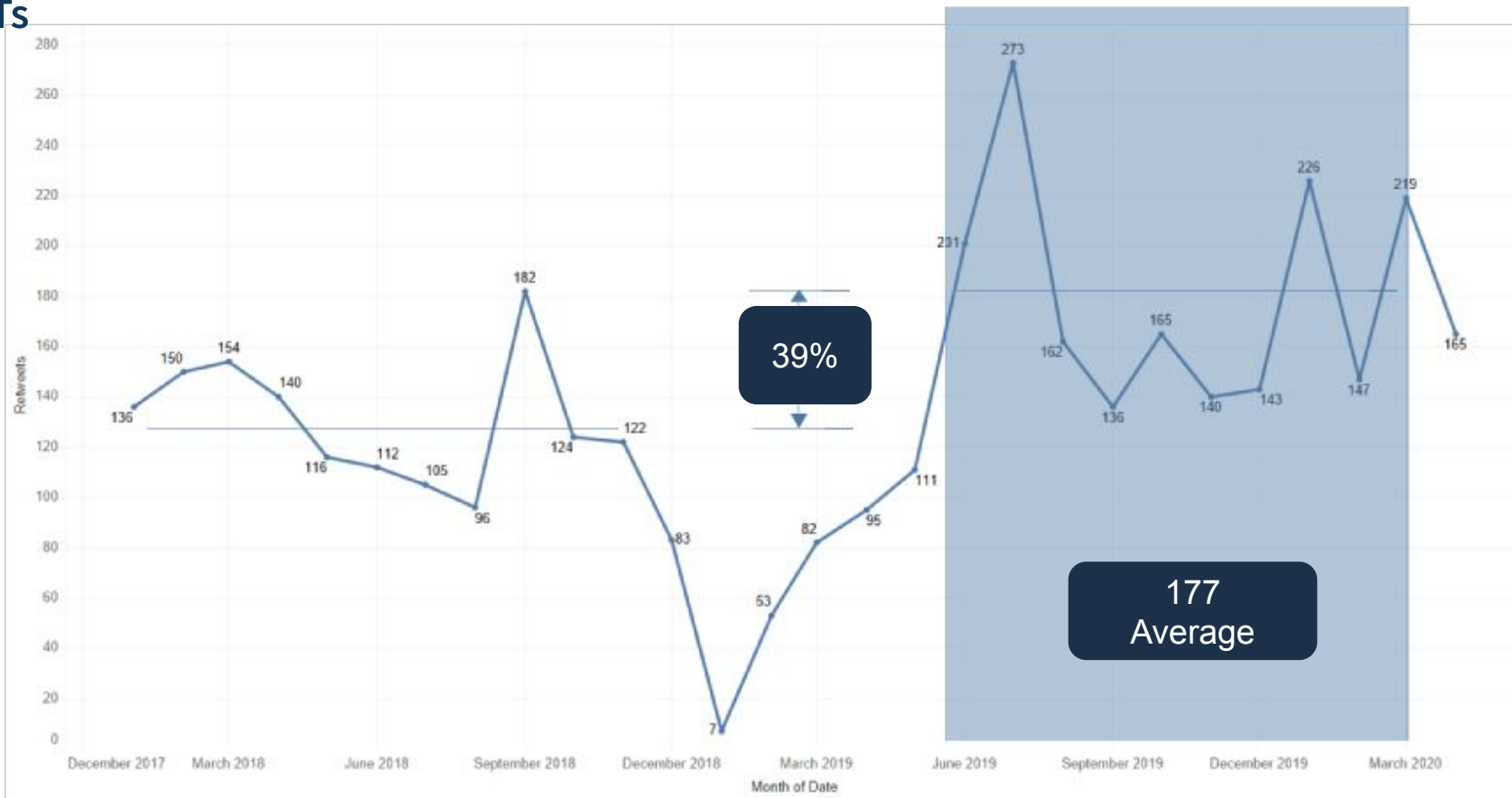
# IMPRESSIONS



# LIKES



# RTs





# SPIKES



**USAGov en Español** @USAGovEspañol  
¡Bienvenido al chat de hoy! Sigue el hashtag **#OjoConLasEstafas** para mantenerte al día con los últimos consejos antifraude de expertos de todo el Gobierno. Estaremos haciendo preguntas durante la próxima hora y estamos felices de poder ayudarte.  
**#NCPW2020** pic.twitter.com/WGpjWJxhQ4



**USAGov en Español** @USAGovEspañol  
Si quieres obtener información oficial y actualizaciones del Gobierno, sigue a USAGov en Español en Twitter  
<https://bit.ly/2v1NY8d>  
[pic.twitter.com/Sf4aej61eO](https://pic.twitter.com/Sf4aej61eO)

40K

35K

30K

25K

sions



**USAGov en Español** @USAGovEspañol · Dec 2, 2019  
¿Empleas **trabajadores** jóvenes esta temporada de fiestas? **@OSHA\_DOL** te recuerda **capacitar adecuadamente a todos los trabajadores** para asegurarles un ambiente de trabajo seguro [bit.ly/2zQAPI4](https://bit.ly/2zQAPI4)



**USAGov en Español** @USAGovEspañol

¿Quieres ver el lado oculto de la luna? **@NASA\_es** te lo muestra 🌕  
[Translate Tweet](#)

**NASA en español** @NASA\_es · Feb 25  
En abril celebraremos el 50º aniversario de la misión Apollo 13. 🚀🇺🇸



**USAGov en Español** @USAGovEspañol · Apr 22  
Finalmente, para información sobre estafas relacionadas con el coronavirus y dónde reportarlas, visite [usa.gov/espanol/estafa...](https://usa.gov/espanol/estafa...)  
**#COVID19ScamChat**

**USAGov** @USAGov · Apr 22  
A12: Finally, for information about coronavirus-related scams, price-

Conoce la historia de Erika Podest, una hispana de la NASA. **#MondayMotivaton**

[Translate Tweet](#)

**NASA en español** @NASA\_es · Nov 25, 2019  
"Ser científica es un estilo de vida, no un trabajo de 9 a 5. Voy a conferencias, me





















## Overall Findings:

The strategies applied showed that our followers are interested in the diversity of our content. More frequent and repeated messaging helped improve the performance of the social network, achieving greater reach and more interaction from our audience.

The data showed that the best times to share information on @USAGovEspanol are 7 AM, 11 AM, 5 PM and 9PM.

We honed in on popular topics for Twitter - those broadly are education, military, and health for @USAGovEspanol. Recently, emergency messaging (related to hurricanes, COVID-19 and other urgent topics) is popular as well.



	Account	Followers
	@NASA_ES	566K
	@USAenEspanol	345K
	@USAGovEnEspanol	185K
	@LaCasaBlanca	162K
	@CDCEspanol	52.3K
	@MedlineplusEsp	34.3K
	@USCIS_es	18.6K
	@EPAEspanol	13.5K
	@FEMAEspanol	13K
	@IRSEnEspanol	12.7K
	@HHSLatino	10.8K
	@USDAFoodSafety_Es	6.5K
	@NCIEspanol	4.6K
	@OMH_Espanol	2.9K
	@DOL_esp	2.4K
	@SeguroSocial	2.3K
	@HUDEspanol	1.6K
	@laFTC	1.6K

## Opportunities moving forward:

Learn more about specific elements of USAGov and USAGov en Español's outreach channels

- This effort = best times to post on Twitter in Spanish
- Future analyses = frequency of posting, tagging vs. not tagging, popular topics, hashtag use, differences by language

Find other ways to increase direct interaction with followers.

- This test showed the interest followers had in sharing / interacting with USAGov's tweets
- Alt ways = post more, polls, ask questions, add interesting graphics

Reaffirm the goal of our channel - connect people to reliable government information in Spanish

- @USAGovEspanol is currently the 3rd most followed government account on Twitter in Spanish.
- Talk more about who we are, what we do
- Partner with other powerful government agencies

# Thanks!

Questions? Comments?

Reach out! Email [andres.ortiz@gsa.gov](mailto:andres.ortiz@gsa.gov),  
[carolina.landsberger@gsa.gov](mailto:carolina.landsberger@gsa.gov) or [usamarketing@gsa.gov](mailto:usamarketing@gsa.gov)

Want to partner with us? Visit [USA.gov/partnerships](https://USA.gov/partnerships).